



**Islamic Republic Of Afghanistan
Kabul Municipality**



**BANNERS/BILLBOARDS/SIGNBOARDS/VIDEO
SCREENS POLICY
DEPARTMENT OF CULTURAL AFFAIRS**

H.E Mohammad Yonus Nawandesh

Mayor Signature:_____



Islamic Republic Of Afghanistan

Kabul Municipality



1. Purpose & Objective:

The purpose of this policy is to govern and facilitate the use of banners, billboards, signboards, and video screens within the jurisdiction of Kabul Municipality so as to protect the health, safety, and welfare of Kabul citizens.

2. Scope:

This policy applies to all organizations that would like to have **banners, billboards, signboards, Large Video screens** in Kabul City.

3. Definitions:

Banner: A long strip of cloth bearing a slogan or design, hung in a public place for advertisement.

Billboard: A billboard is a large outdoor advertising structure, typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers.

Signboard: A signboard is a board carrying a sign or notice, usually used for advertising of products, events, houses for sale or let, etc. They are also used for cautionary or educational purposes. Or in other words, a board displaying the name or logo of a business or product above shops or roads/streets' lights.

Video Screen: A flat TV screen placed in various locations for commercial advertisement.

4. Eligibility Requirements:

All type of banners if in commercial areas/billboards/signboards/Video screens whose messages are not in contradiction with the country's constitution may be placed after installation approval from the Department of Cultural Affairs of the Kabul Municipality as per the location specification determined by the Kabul Municipality's Department of Cultural Affairs.

5. Procedure:

Banners

The banners shall be placed in such a position which shall not hide the messages of other boards/banners/Video Screens, and the message advertised shall not be in contradiction with the country's constitution.

Banners placed in a commercial advertising area are subject to pay certain amount of fees in advance determined by the Department of Cultural Affairs.

Banners placed in private areas are exempted from charges.

Banners in a commercial area shall be installed and removed by the owners after installation approval from the Department of Cultural Affairs of Kabul Municipality.



Islamic Republic Of Afghanistan Kabul Municipality



Any defect in a banner which could cause possible injury, damage to property, or life and create traffic hazard, shall be removed by Kabul Municipality's Cultural Affairs Department without prior notification to the organization. Organizations will be responsible to bear the cost or repair any damage to property that may result from placing or suspension of the banner.

Billboards

Applications for billboards installation shall be submitted to the Department of Cultural Affairs and shall not advertise any message be in contradiction with the country's constitution.

Installation permits via application submission shall be received from the Kabul Municipality's Department of Cultural Affairs before installing a board. The application shall have the following details;

All billboard owners are subject to certain amount of fees per meter in advance determined by the Department of Culture Affairs of the Kabul Municipality on monthly basis.

Billboards shall be installed and removed by the owners after installation approval by the Department of Cultural Affairs.

Any defect in a billboard which could cause possible injury, damage to property, or a traffic hazard, shall be removed by the Kabul Municipality with prior notification to the organization. Organizations will be responsible to bear the cost or repair any damage to property that may result from the placing or suspension of the billboards.

The owner is responsible to pay all the expenses of the injured or affected individual caused by the billboards.

Signboards:

The signboard shall be placed in such as position which shall not create trouble to the public and transport or hide the messages of other boards, and the message shall not be in contradiction with the country's constitution.

Signboards placed in a commercial advertising area are subject to certain amount of fees in advance determined by the Department of Cultural Affairs.

All signboards in a commercial zone shall be installed and removed by the owners after installation approval from the Department of Cultural Affairs of Kabul Municipality.

Any defect in a signboard which could cause possible injury, damage to property, or life and create traffic hazard, shall be removed by the Kabul Municipality without prior notification to the owner. The owners will be responsible to bear the cost or repair any damage to property that may result from the hanging or suspension of the signboard.

The owner is responsible to pay all the expenses of the injured or affected individual caused by the signboards.

Large Video Screens:



Islamic Republic Of Afghanistan Kabul Municipality



Applications for large Video Screen installation shall be submitted to the date(s) of installation and shall not advertise any message be in contradiction with the country's constitution.

All Video Screens' owners are subject to certain amount of fees in advance determined by the Department of Culture Affairs of the Kabul Municipality on monthly basis.

TV Screens shall be placed in such as position which shall not create trouble to the public and transport or hide the messages of other boards/Banners/Video Screens.

TV Screens shall be installed by the owners after installation approval by the Department of Cultural Affairs.

Any defect in a Video Screen which could cause possible injury, damage to property, or a traffic hazard, shall be removed by the Kabul Municipality with prior notification to the organization. Organizations will be responsible to bear the cost or repair any damage to property that may result from the placing or suspension of the Screen.

The owner is responsible to pay all the expenses of the injured or affected individual caused by the Screens.

6. Consequences of Violations:

Willful or blatant violation of this policy may result in disciplinary action and will be treated as per the Kabul Municipality Disciplinary policy. Refer to Disciplinary policy of Kabul Municipality

7. Policy Evaluation

This policy should be regularly evaluated to ensure it enables and effectively moves Kabul Municipality towards its objectives.

8. Policy Enforcement

This policy comes into force after the approval of His Excellency the Kabul Mayor.